



Draft Twinbrook Neighborhood Plan

The Veirs Mill Road Commercial Area

The Draft Twinbrook Neighborhood Plan has made recommendations on how the area may look and function in the future...

However,

The result of any Zoning Changes recommended by the new Twinbrook Neighborhood Plan would only come into play if the sites in question are redeveloped by their owners.



Draft Twinbrook Neighborhood Plan

The Veirs Mill Road Commercial Area

The Draft Twinbrook Neighborhood Plan includes a series of Catalysts that lay out strategies that could be used to manage any future changes to the area

Catalyst 3 - The Veirs Mill Road Commercial Area

addresses the commercial area at the intersection of Veirs Mill Road and Atlantic Avenue



Draft Twinbrook Neighborhood Plan

Catalyst 3 – The Veirs Mill Road Commercial Area

Draft Plan Recommendation:

*Promote the
renewal of the
Twinbrook
neighborhood
commercial areas*





Twinbrook Neighborhood Plan

Catalyst 3 – The Veirs Mill Road Commercial Area

Recommendations for the immediate future may include:

- **An increased civic presence - such as a City Police substation - in the area;**
- **A City-sponsored revolving loan program for façade improvement;**
- **Increased outreach to the area business Community.**



Draft Twinbrook Neighborhood Plan

Catalyst 3 – The Veirs Mill Road Commercial Area

For the longer term, if the properties should redevelop:

The Twinbrook Neighborhood Plan is recommending the replacement of maturing single-use commercial areas with a mixed-use neighborhood center that would provide additional residential options, together with a wide range of goods and services to serve the neighborhood.



Twinbrook Neighborhood Plan

Catalyst 3 – The Veirs Mill Road Commercial Area

Currently zoned C – 2 General Commercial,
which allows not only the existing single story retail
properties...





Twinbrook Neighborhood Plan

Catalyst 3 – The Veirs Mill Road Commercial Area

...but also six story, 75-feet tall office buildings:



1020 Rockville Pike



1451 Rockville Pike



Draft Twinbrook Neighborhood Plan

Catalyst 3 –Veirs Mill Road Commercial Area

Plan Recommendation:

A Mixed–Use Neighborhood Center

A series of Draft Concepts have been drawn up to show what could be possible in the Veirs Mill Road area...

TWINBROOK NEIGHBORHOOD PLAN

IMPLEMENTATION STUDY ROCKVILLE, MARYLAND 20850

An Study of potential solutions
for Catalysts 3 & 4:

Develop a Mixed-Use
Neighborhood Center Zone in the
C-2 Veirs Mill Road commercial
area

Develop a Mixed-Use Industrial
Zone for the Lewis Avenue I-2 zone



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



The Veirs Mill Road Shopping Center is currently zoned C-2. The 17.41 acre area includes Safeway, the Twinbrook Shopping Center, Twinbrook Mart, and the Twinbrook branch of the Montgomery County public library. The Neighborhood Plan recommends that the area be re-zoned to create a Mixed Use Neighborhood Center Zone, which would allow for the potential development of a neighborhood center. This center would include retail, commercial, and residential development to better serve the needs of the Twinbrook community.



Legend:

- Structured parking
- Existing structures to be removed
- Safeway
- Institutional:
Library, community center, police substation
- Commercial/Retail
- Residential

**Veirs Mill Road:
Existing**

**TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY**
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



Image Courtesy of Google Earth

Veirs Mill Road:
Existing Photos

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850

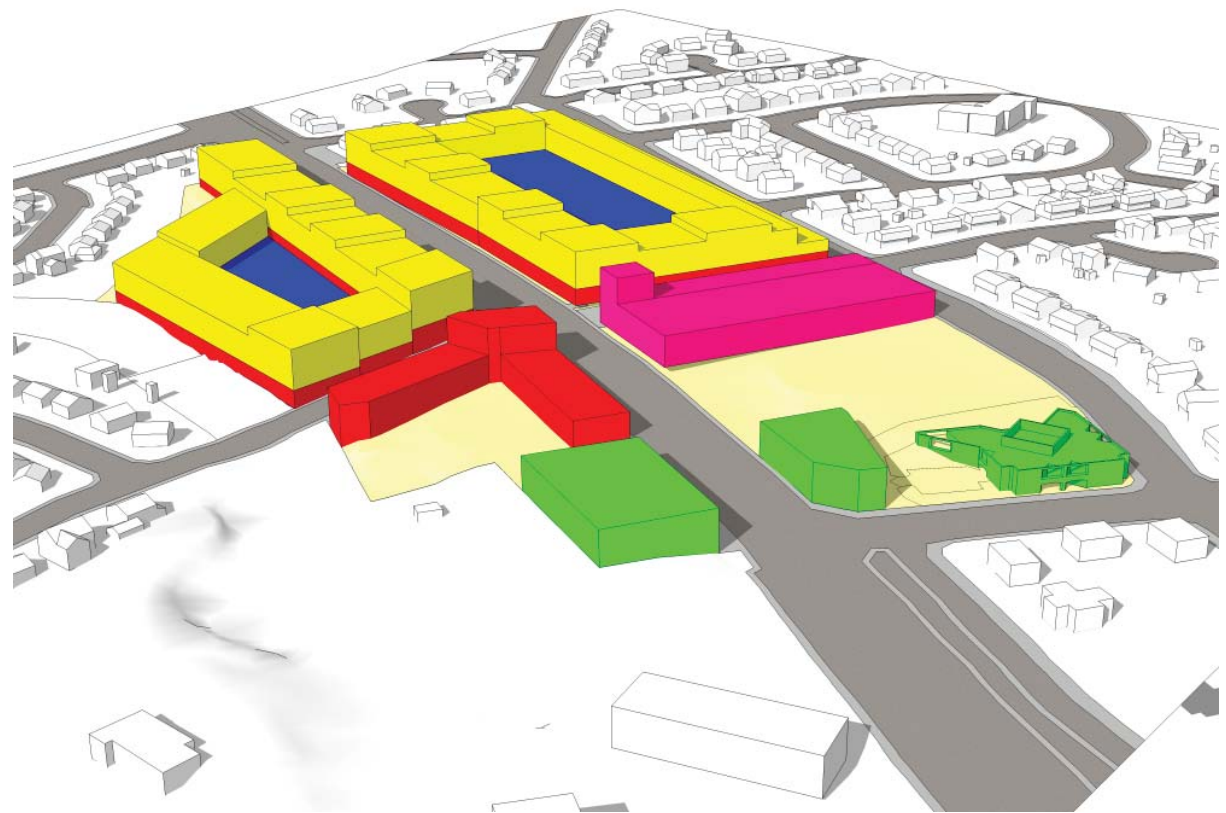


WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



Proposal 1 calls for two main “courtyard” blocks which house ground floor retail and commercial topped by two, three, or four floors of residential development. These blocks surround two floors of raised central parking for residents and employees. The roof of the parking garage forms a semi-public courtyard for residents. The Safeway is relocated to the new “block” formed by connecting Atlantic Avenue through to McAuliffe Drive. A community center and a new police substation face each other across Veirs Mill Road on the eastern side of the site. A large community green space is located behind the existing library and new community center.



Legend:

- Structured parking
- Existing structures to be removed
- Safeway
- Institutional:
Library, community center, police substation
- Commercial/Retail
- Residential

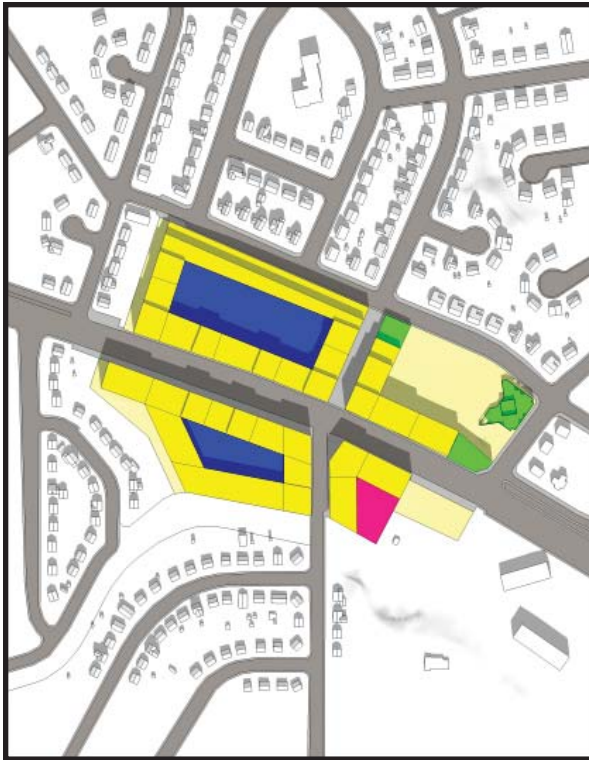
Veirs Mill Road: Proposal 1

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850

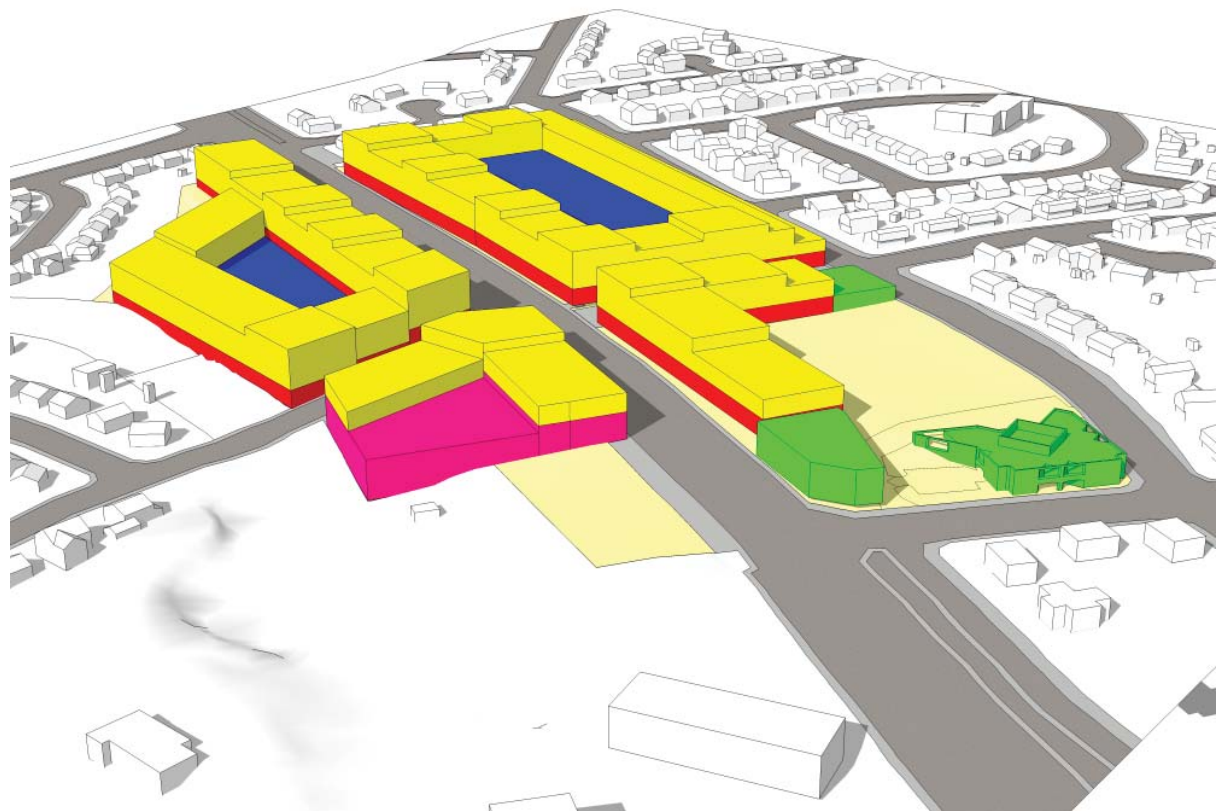


WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com



Proposal 2 calls for two main “courtyard” blocks which house ground floor retail and commercial topped by two, three, or four floors of residential development. These blocks surround two floors of raised central parking for residents and employees. The roof of the parking garage forms a semi-public courtyard for residents. A community center, a new police substation, and the existing library occupy three corners of the new block formed by connecting Atlantic Avenue through to McAuliffe Drive. These institutional components frame a large open community greenspace. The fourth block is occupied by the Safeway, and potentially topped by additional residential development.



Legend:

- Structured parking
- Existing structures to be removed
- Safeway
- Institutional:
Library, community center, police substation
- Commercial/Retail
- Residential

Veirs Mill Road: Proposal 2

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850

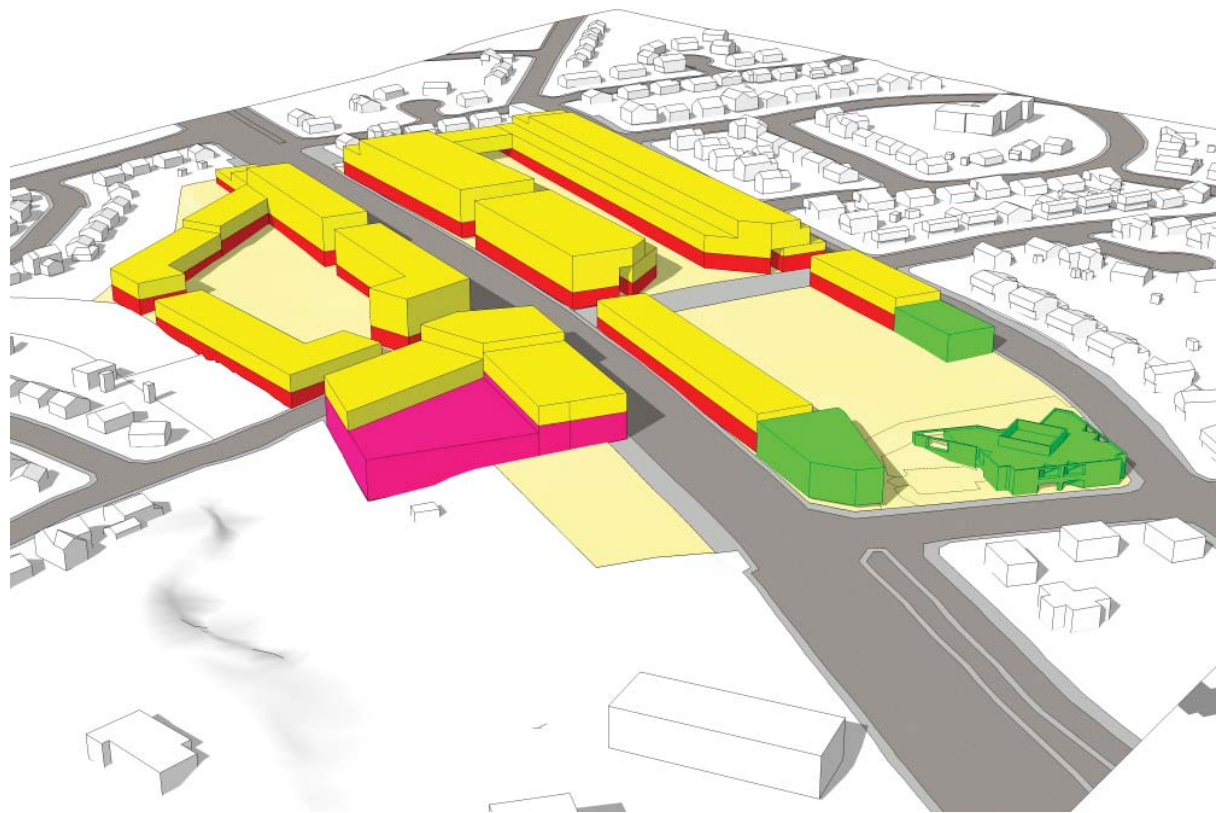


WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com



Proposal 3 creates a hardscaped pedestrian "mall" flanked by ground floor commercial and retail, and topped by varying levels of residential development. The mall opens onto a community green space at the east end, which is surrounded by the institutional components of the scheme (the existing library, and a new community center and police substation). The southwest block forms a pedestrian courtyard, potentially connected to the mall through a passage under Veirs Mill Road. All parking for residents and employees is contained in subsurface structures. The Safeway occupies the southeast block of the new development, and is potentially topped by additional residential construction.



Legend:

- Structured parking
- Existing structures to be removed
- Safeway
- Institutional:
Library, community center, police substation
- Commercial/Retail
- Residential

Veirs Mill Road: Proposal 3

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850

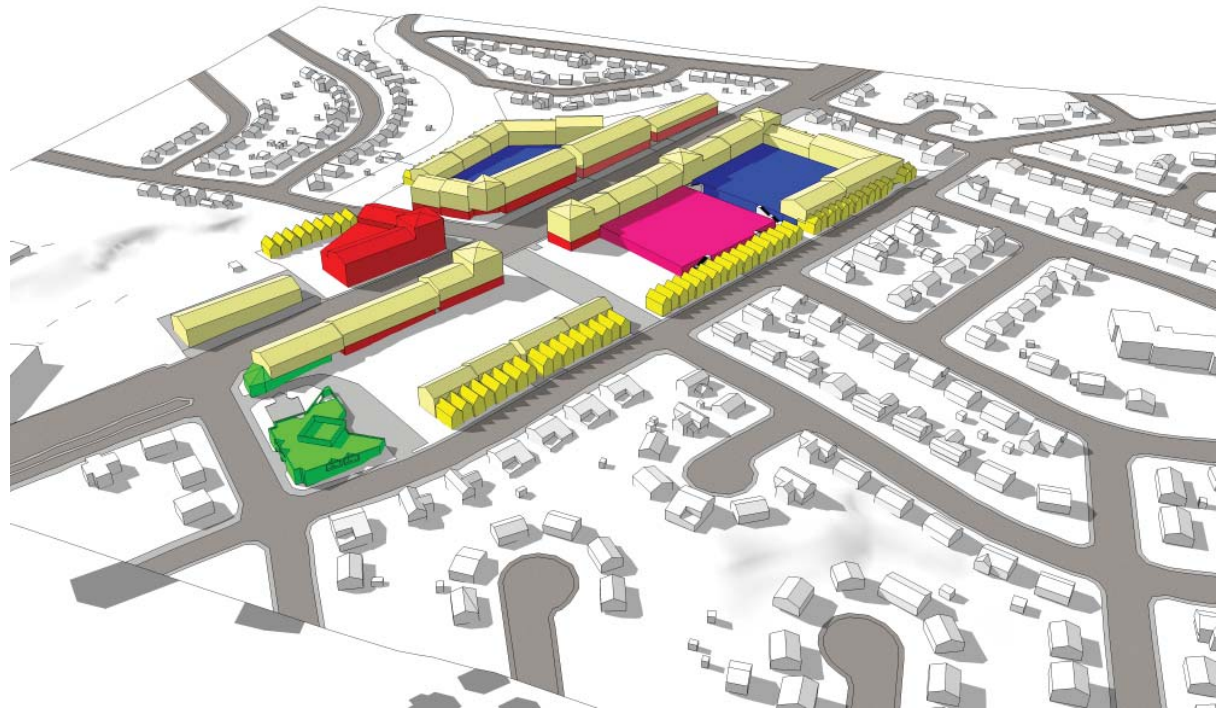


WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com



The rough Final Proposal calls for two main "courtyard" blocks which house ground floor retail and commercial topped by two, three, or four floors of residential development. These blocks surround two floors of raised central parking for residents and employees. The roof of the parking garage forms a semi-public courtyard for residents. The Safeway also inhabits the center of one of these blocks, and fronts on the street formed by connecting Atlantic to McAuliffe. Throughout the site, townhomes ring the development to ease the impact of the commercial components on the surrounding neighborhood. The main retail component of the site is centered on the Viers Mill Road / Atlantic Avenue intersection.



Veirs Mill Road: Rough Final Proposal

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com



The Veirs Mill Road Shopping Center is currently zoned C-2. The 17.41 acre area includes Safeway, the Twinbrook Shopping Center, Twinbrook Mart, and the Twinbrook branch of the Montgomery County public library. The Neighborhood Plan recommends that the area be re-zoned to create a Mixed Use Neighborhood Center Zone, which would allow for the potential development of a neighborhood center. This center would include retail, commercial, and residential development to better serve the needs of the Twinbrook community.

Legend:

- Structured parking
- Existing structures to be removed
- Safeway
- Institutional:
Library, community center, police substation
- Commercial: Retail
- Commercial: Office
- Residential - Townhouse
- Residential - Apartment



Veirs Mill Road: Final Proposal

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com



Veirs Mill Road:
Neighborhood Center

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

The final proposal for Catalyst 3 is structured around the idea of “courtyard” blocks. Each block perimeter consists primarily of ground floor commercial development topped by two, three, or four floors of residential development. In each block, this perimeter development surrounds structured central parking for residents and employees. In the northwest, southwest, and southeast blocks, the roofs of the parking garages form semi-public courtyards for development residents. The fourth block, the northeast block, contains wholly underground parking topped by public open space. This public space contains convenient surface parking and open green space, as an amenity for the entire neighborhood.



Veirs Mill Road:
Neighborhood Center

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



Veirs Mill Road:
Public Open Space

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com

In this proposal, the Safeway is relocated to the center of the northwest block, and opens on to the new street formed by connecting Atlantic Avenue through to McAuliffe Drive. This new street allows for vehicular circulation through the site while simultaneously providing pedestrian access to the interiors of the northern blocks. The entire development rises to the "center", the intersection of Atlantic Avenue and Veirs Mill Road. This intersection is marked with a series of significant elements on the four corners, and provides an identity for the development as a whole. The heights of the buildings step down as one moves away from this intersection, and ground floor uses shift from primarily retail to office use.



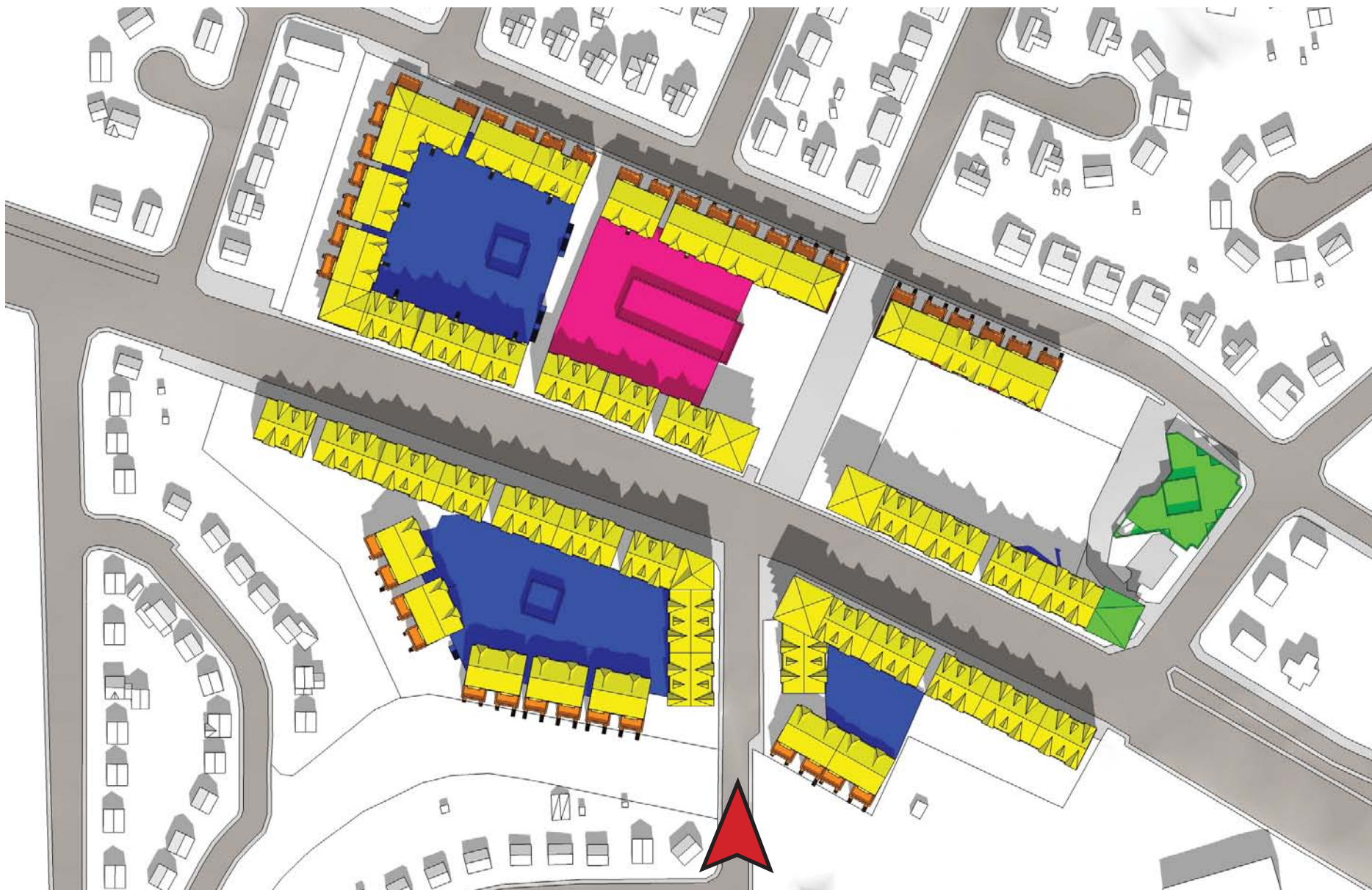
Veirs Mill Road: Public Open Space

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



Veirs Mill Road:
Central Destination

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
 ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
 ONE ANNAPOLIS STREET #100
 ANNAPOLIS MARYLAND 21401

V. 410.841.6787
 F. 410.841.5523
www.wgm-arch.com

A new institutional component sits on the same block as the library, and marks the entrance to the site while providing a strong civic presence to the development. In areas where the project directly abuts residential development, townhouses mark the edge to ease the transition from commercial to residential. The proposal strives to introduce a vibrant and exciting mix of uses into the Twinbrook community while maintaining a scale and density appropriate for the surrounding area.



Veirs Mill Road:
Central Destination

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Total Square Footage:
936,400 SF

Site:
17.4 acres
758,000 SF

Floor-Area Ratio:
1.235



Veirs Mill Road:
Use Distribution

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Retail Square Footage:
97,400 SF

Percentage of
Total Development:
10.4%



Veirs Mill Road:
Retail

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Office Square Footage:
45,000 SF

Percentage of
Total Development:
4.8%



Veirs Mill Road:
Office

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850

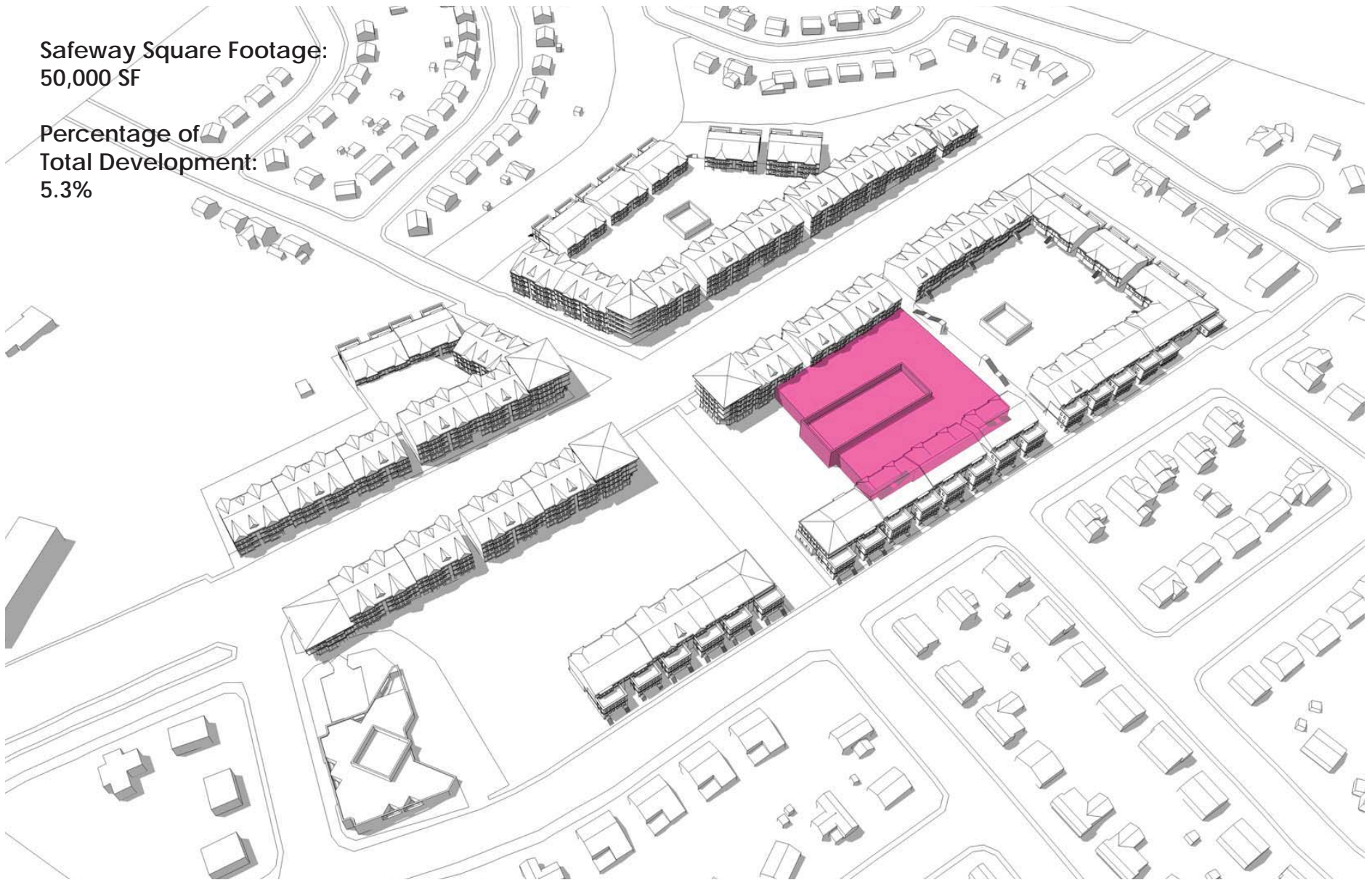


WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Safeway Square Footage:
50,000 SF

Percentage of
Total Development:
5.3%



Veirs Mill Road:
Safeway

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Institutional Square Footage:
41,000 SF

Percentage of
Total Development:
4.4%



Veirs Mill Road:
Institutional

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Residential Square Footage-
Apartments:
595,000 SF (300 dwelling units)

Percentage of
Total Development:
63.5%



Veirs Mill Road:
Residential - Apartments

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

Residential Square Footage-
Townhouses:
108,000 SF (80 dwelling units)

Percentage of
Total Development:
11.5%



Veirs Mill Road:
Residential - Townhouses

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com

PARKING CALCULATIONS:

Retail: 97,400 SF / 200 = 487 spaces
Office: 45,000 SF / 300 = 150 spaces
Safeway: 50,000 SF / 200 = 250 spaces
Institutional: 41,000 SF / 200 = 205 spaces
Residential: 380 d.u. * 1.5 = 570 spaces

Using RORZOR Ordinance Draft 6 25.16.02.e.2, Reduction for Shared Uses, the highest load appears at "Weekday Evening". According to this calculation, 10% of Office/Industrial, 90% of General Retail, 90% of Residential, and 100% of Institutional uses must be accounted for, yielding a max load of 1170 vehicles.

To accommodate this load, four garages are proposed in the scheme, one serving each block. Garage 1 is accessible to the general public while garages 2, 3, and 4 are for residents and employees only.

Garage 1: 340 vehicles
Garage 2: 555 vehicles
Garage 3: 390 vehicles
Garage 4: 80 vehicles
Total: 1365 vehicles

In addition, convenience surface parking is located in front of the Safeway and across the street in the public open area to aid in ease of access to the site.

Veirs Mill Road:
Parking

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com



Veirs Mill Road:
Catalyst 3

TWINBROOK NEIGHBORHOOD PLAN
IMPLEMENTATION STUDY
ROCKVILLE, MARYLAND 20850



WHEELER GOODMAN MASEK
ONE ANNAPOLIS STREET #100
ANNAPOLIS MARYLAND 21401

V. 410.841.6787
F. 410.841.5523
www.wgm-arch.com